



## **Writer/Communications Specialist**

***The mission of GENEVA Camp and Retreat Center is to create an environment where the presence of God is experienced, the love of Christ is demonstrated, and a Spirit-filled life is inspired.***

Status: part-time/hourly, approximately 15-20 hrs/week

Writer. Journalist. Communications. Editor.

GENEVA welcomes more than 12,000 retreat guests and over 4,000 summer campers each year. Located along Lake Michigan in Holland, Michigan, GENEVA offers 1,200 feet of lake frontage and 35 acres of woods and open spaces. The Communications Specialist position works with Development, Program, and Retreats to facilitate brand and content continuity across GENEVA's written, visual, and digital expressions for the purpose of sharing stories, promoting GENEVA and connecting with its constituency.

### **Experience/Qualifications:**

- Demonstrated commitment and ability to express the Christian faith
- Proven organizational and interpersonal skills
- Excellent writing and proofing skills
- Experience sharing stories in written form
- Expertise in creating digital media content
- Working knowledge of photography and photo editing
- Experience with website content

### **Expectations:**

- Meet regularly with the Executive, Development, Program, and Retreat staff to assess communication needs
- Attend weekly staff meetings
- Engage with various components of GENEVA's ministry (summer worship, kick-off dinner, summer camp, retreats, etc) to create a consistent communication voice
- Engage the camp and retreat programs to gain awareness of and discover potential story ideas
- Participate in promotional events

### **Responsibilities:**

1. Beachfire Newsletter (three issues annually)
  - a. Content creation
  - b. Work in partnership with communications team (staff, graphic designer, and printer) to plan each issue

2. Summer Worship Bulletin (15 weeks)
  - a. Content creation
  - b. Layout
3. Website Management
  - a. Content creation in line with GENEVA's mission and values
  - b. Updating written, photo, and video content
4. Promotional material
  - a. Summer camp
  - b. Retreat
  - c. Development
    - i. Letters to constituency
    - ii. Annual report
  - d. Display creation and management
5. Email/text communications (in partnership with the Program Coordinator)
  - a. Camper parent
  - b. Constituency
6. Social Media (in partnership with the Program Coordinator)
  - a. Curate and monitor content
  - b. Respond to comments/questions
  - c. Summer camp photo of the day
7. Other duties as assigned to support the mission of GENEVA

**Why you might want to work with us:**

In addition to stewarding a vibrant ministry, you will be part of a mission-oriented staff who love to share the good news of Jesus Christ by showing love and hospitality. At GENEVA, we invite folks (both youth and adults) to step away from the busyness of their everyday schedules to hear God's call on their lives. We serve in one of the most beautiful environments of God's creation with an energetic team who gets things done and has fun while doing it.

**How to pursue the opportunity further:**

Learn more about GENEVA at [www.campgeneva.org](http://www.campgeneva.org)

Submit a cover letter and resume to [sherry@campgeneva.org](mailto:sherry@campgeneva.org).